

Moroccan tourist portfolio efficiency with the mean-variance

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1

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Abstract Nowadays, the major objective of all destinations is the development. Develop their attractions, their management strategy to cope with the competition and attract the maximum number of tourists, satisfy and retain them. This paper analyses the Moroccan destination performance with the use of the mean-variance shortage function approach. This method permits to help destination decision-makers to minimize the instability and maximize the return of inbound tourism. Accordingly, to optimize its tourism strategy, the Moroccan tourism authority can choose a combination of tourist origins according to its preference in terms of risk. The Results allow us to say that Moroccan Destination Management Organisations (DMOs) have ways for adjustment to achieve best performing strategy. The main contribution of this paper is both empirical and managerial.